

NO: **F034**

COUNCIL DATE: **July 23, 2012**

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## **FINANCE COMMITTEE**

TO: **Mayor & Council**

DATE **July 17, 2012**

FROM: **General Manager, Parks, Recreation and  
Culture,  
General Manager, Planning and Development**

FILE: **0760-20/M**

SUBJECT: **Arts Space Expansion at the South Surrey Recreation Centre**

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## **RECOMMENDATION**

The Planning and Development Department and Parks Recreation and Culture Department recommends that Council:

1. Receive this report as information; and
2. Approve in the 2013 component of the 2013-2017 Five Year Financial Plan the inclusion of an additional \$850,000 for the arts space expansion project at the South Surrey Recreation Centre, which assumes a donation toward the project of \$250,000 from the South Surrey/White Rock Arts Society (SSWRAS), and which will provide an overall budget for the project of \$2,350,000.

## **INTENT**

The purpose of this report is to provide information about the plans to expand the South Surrey Recreation Centre for the purposes of providing additional arts space in South Surrey and to obtain Council approval for a budget increase for the project.

## **BACKGROUND**

At its Regular Council meeting on October 17, 2011 Council approved the recommendations of Corporate Report #R198: 2011, titled Build Surrey Up-date – Surrey Museum Expansion and Arts Space in South Surrey. A copy of the report is attached as Appendix 1. The Capital budget includes \$1.5 million in funding for an expansion to the South Surrey Recreation Centre to provide for new arts space.

A Cultural Plan titled “Surrey Cultural Plan: Enhancing Urbanization through Arts and Heritage” was recently adopted by Council. During the community consultation process related to the development of that Plan, an open house was held in South Surrey, which provided an opportunity for a variety of arts groups to articulate their views and vision for the development of the arts in South Surrey. Staff convened a second meeting with the arts groups from South Surrey to further discuss the arts-based needs of South Surrey. The groups in attendance included:

- Semiahmoo Arts;
- South Surrey/White Rock Arts Society (SSWRAS);
- Arts Umbrella;
- Royal Canadian Theatre Company; and
- Representatives related to a proposal for an Artist's Run Centre.

The Semiahmoo Potter's Club was represented by the representatives of Semiahmoo Arts and the SSWRAS.

The group indicated a general preference for a purpose-built arts space located in the South Surrey Town Centre; however, given the available budget the participants unanimously supported the concept of constructing an addition to the South Surrey Recreation Centre as the first phase of arts space in South Surrey on an understanding that a full service arts facility would be developed in the Semiahmoo Town Centre within the next five years.

The space priority for Semiahmoo Arts is to establish a base for their organization. The new space at the South Surrey Recreation Centre would be their new base for the operation of their artist talks, film events, music nights, art exhibitions, etc. Semiahmoo Arts has expressed an interest in operating the new arts spaces under an agreement similar to one the City has with the Arts Council of Surrey for the Newton Cultural Centre.

The group also indicated that a pottery studio was a high priority.

The SSWRAS is a well established organization of painters with one hundred and twenty (120) members. The SSWRAS offers painting classes, art demonstrations and art exhibition events for their members and the general public. Over the years their fundraising events have generated substantial proceeds which they have saved in a building fund. Staff is currently negotiating a \$250,000 donation from the SSWRAS toward the project with the plan for the arts space as articulated in this report having been developed assuming the SSWRAS donation will be made towards this project.

## **DISCUSSION**

In January 2012, Taylor Kurtz Architects and Interiors was retained by the City to lead design and construction of the South Surrey Recreation Centre arts space expansion project. In March the architects held a series of focus group meetings and a public open house. Based on input during those meetings and a more careful examination of the space requirements based on the experiences gained through the operation of the Surrey Arts Centre it has been determined that a floor area of 5,300 sq. ft. would be the appropriate scale of space to build to achieve maximum utility from the facility, which would include a pottery studio space, multi-purpose exhibition/rehearsal space and visual arts studio space. The current budget (of \$1,500,000) will allow for the construction of approximately 3,000 sq. ft. of floor area.

An additional budget allocation of \$850,000 is required to accommodate the expanded floor area requirement. As mentioned above, the City is negotiating a \$250,000 donation from the SSWRAS toward this additional requirement. It is proposed that an additional \$600,000 towards this project be included in the 2013 component of the 2013-2017 Five Year Financial Plan. The Finance Department has advised that such an increase can be accommodated within that Plan.

## SUSTAINABILITY CONSIDERATIONS

Surrey's Sustainability Charter states:

*“Surrey has a network of widely accessible community health and social services, parks, recreation, library and cultural opportunities that promote wellness and active living. The City embraces its cultural diversity and promotes tolerance, social connections and a sense of belonging.”*

The Charter further states:

*“Cultural activities are recognized as an important way for individuals to contribute to their communities. Culture is an essential tool in understanding the values, shared meanings and goals of residents in a community. Wide, inclusive participation in cultural activities contributes to community vitality and supports sustainability.”*

The development of additional arts space in South Surrey will support the socio-cultural objectives in the City's Sustainability Charter through:

- the introduction of celebratory programs, exhibitions and events of our multicultural heritage and traditional arts (Scope Action SC4: Cultural Awareness in the Community);
- the incorporation of Public Art in each of Surrey's six Town Centres (SC4: Cultural Awareness in the Community);
- initiatives that recognize the importance of digital technology to youth and new cultural practises (SC4: Cultural Awareness in the Community);
- the encouragement of citizen engagement with City planning activities to build community capacity (SC5: Plan for the Social Well Being of Surrey Residents);
- the provision of a range of accessible and affordable cultural services (Goal SC6: Accessible and Appropriately located Services within the City);
- support for local service organizations, in the non-profit (arts) sector for actions that are within the City's mandated responsibilities (Goal SC6: Accessible and Appropriately located Services within the City);
- the development and operation of major arts and heritage facilities in central locations throughout the City (Goal SC 12: Equity in Social Infrastructure Investment);
- promotion of arts and heritage in Surrey (SC4: Cultural Awareness in the Community and SC8: Municipal Outreach, Public Education and Awareness); and
- education and awareness building initiatives that will encourage all sectors of the City to assist in building sustainable cultural components in Surrey (SC8: Municipal Outreach, Public Education and Awareness).

## CONCLUSION

Based on the above discussion, it is recommended that Council approve in the 2013 component of the 2013-2017 Five Year Financial Plan the inclusion of an additional \$850,000 for the arts space expansion project at the South Surrey Recreation Centre, which assumes a donation toward the project of \$250,000 from the South Surrey/White Rock Arts Society (SSWRAS), and which will provide an overall budget for the project of \$2,350,000.

Laurie Cavan  
General Manager,  
Parks, Recreation and Culture

Jean Lamontagne  
General Manager,  
Planning and Development

Appendix 1: Corporate Report No. R198:2011, titled "Build Surrey Update – Surrey Museum Expansion and Art Centre Space in South Surrey"

**CR R198:2011 Build Surrey Update – Surrey Museum Expansion and Arts Centre  
Space in South Surrey**



CORPORATE REPORT

NO: R198

COUNCIL DATE: **October 17, 2011**

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**REGULAR COUNCIL**

TO: **Mayor & Council** DATE: **October 11, 2011**  
FROM: **General Manager, Parks, Recreation and Culture** FILE: **0760-20/M**  
SUBJECT: **Build Surrey Update - Surrey Museum Expansion and Arts Centre Space in  
South Surrey**

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**RECOMMENDATION**

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report as information;
2. Approve the inclusion in the Build Surrey Program of a new arts centre in South Surrey as generally described in this report and authorize staff to form a stakeholder advisory committee to assist with the development of plans for such a facility in South Surrey and to bring forward a further report on this arts centre facility for Council consideration as plans for such a facility evolve;
3. Authorize staff to proceed with the design and construction of an addition to the South Surrey Recreation Centre as generally described in this report based on the funding that was allocated in the 2011-2015 Five Year Financial Plan, which will provide additional arts-related programming space in South Surrey in the near term;
4. Direct staff to include in the 2012 component of the 2012-2016 Five Year Capital Financial Plan \$450,000 to fund the development of a concept plan including a phasing strategy for the "build out" of the Surrey Museum and based on the completed concept plan to include in the Build Surrey Program and in the 2013-2017 Five Year Capital Financial Plan funding for the design and construction of next phase of the Surrey Museum; and
5. Authorize the City Clerk to forward as information a copy of this report and the related Council resolution to the Friends of the Surrey Museum and Archives Society and to South Surrey arts groups referenced in this report.

**INTENT**

The purpose of this report is to obtain Council approval for an amendment to the Build Surrey Program to include an expansion of the Surrey Museum in Cloverdale and the development of an art centre in South Surrey.

## **BACKGROUND**

At its Regular Council meeting on March 1<sup>st</sup>, 2010 Council adopted the Build Surrey Program. The Build Surrey Program includes a series of large scale capital projects across the City to accommodate and support the business and residential growth that is expected over the next ten years. Included in the Program was an allocation of \$1.5 million for new arts space development in South Surrey in 2011. Most of the projects contained in the Build Surrey Program have been included in the Five Year (2011 – 2015) Financial Plan.

The Cornerstone Planning Group was engaged in 2011 to develop a Cultural Plan for the City. The development of the Plan has included extensive community consultation including, among other elements, an Open House in the South Surrey Town Centre. Approximately 100 residents attended this open house. The final draft Cultural Plan will be forwarded to Council for consideration later this fall.

The draft Cultural Plan has identified, among other things, the need for an expansion to the Surrey Museum and for the development of additional arts space and ultimately an arts centre in South Surrey.

## **DISCUSSION**

### **Arts Space in South Surrey**

In accordance with the Build Surrey Program, the 2012 Capital budget included an allocation of \$1.5 million for the development of arts-related programming space in South Surrey. With a view to establishing how best to position this new space, a stakeholder consultation process was undertaken involving all of the arts-related community organizations in South Surrey.

Parks, Recreation and Culture (PRC) staff convened a meeting of these organizations to discuss location options for a proposed new arts space in South Surrey. The groups in attendance included:

- the Semiahmoo Arts Society;
- South Surrey/White Rock Arts Society (SSWRAS);
- Arts Umbrella;
- Royal Canadian Theatre Company; and
- the proponents related to a proposal for an Artist's Run Centre.

The interests of the Semiahmoo Potter's Club were represented by the Semiahmoo Arts Society and the SSWRAS. A representative of the Surrey City Development Corporation (SCDC) was also in attendance at the meeting to consider community needs in relation to a potential future SCDC joint venture development in South Surrey. The table attached as Appendix "A" to this report documents the input of the community groups in relation to arts-related programming space in South Surrey as discussed at the meeting.

Two locations for a new arts facility in South Surrey were reviewed with the stakeholders group as follows:

- 1) an addition to the South Surrey Recreation Centre located in the South Surrey Athletic Park; and
- 2) an arts centre facility on 152<sup>nd</sup> Street in the South Surrey Town Centre.

The general preference among those present at the meeting is for a purpose-built arts centre in the Semiahmoo Town Centre; however, in recognition of the available budget and the significant immediate need for arts-related programming space, the meeting participants unanimously supported the concept of a phased approach to providing additional arts space in South Surrey representing both of the above-referenced options. The first phase would be an addition to the South Surrey Recreation Centre with the second phase being the development of a new dedicated facility in the Town Centre. The development of the Town Centre facility appears to be viable in three to five years time as part of a proposed SCDC joint venture mixed use development involving a private sector partner related to a site at 152 Street and 19 Avenue.

The first phase (an addition to the Recreation Centre) would provide the community with new arts space within the next year. This expansion to the South Surrey Recreation Centre is an efficient approach to providing new space as it will share the existing washrooms, parking, administration and circulation areas that are already contained within the recreation facility. As such, the available funding will allow for the construction of a larger "arts dedicated" floor area than could be provided in a stand-alone facility with the same budget.

The 2011 budget allocation for arts space in South Surrey will allow an expansion of approximately 3,500 to 4,000 square feet of floor area to the South Surrey Recreation Centre. The following amenities could be accommodated within such an area:

- an office for the Semiahmoo Arts Society;
- a shared meeting room/multi-purpose room;
- a pottery studio;
- a visual arts studio;
- use of the circulation areas and the studio areas for heritage displays/exhibitions of art work; and
- storage space for users.

The South Surrey White Rock Arts Society has raised \$250,000 toward arts space in South Surrey and has offered to donate these funds to the project in exchange for some free facility use for their monthly meetings and annual art sales. The arts groups are eager to be involved in the planning and operation of the new arts space through a model similar to the arrangement that the City has with the Arts Council of Surrey in relation to the Newton Cultural Centre. Subject to Council approval of the recommendations of this report, a report regarding a potential relationship with the Arts Society and an operating model for the first phase arts space will be forwarded to Council for consideration in the first quarter of 2012.

Based on the review of the options and the feedback from the arts community, staff recommend proceeding with the design and construction of an arts-related space addition to the South Surrey Recreation Centre to be completed in 2012. In the mean time PRC staff will continue to work with SCDC staff in the context of studying the viability of developing a full new arts centre facility in South Surrey in the proposed joint venture development as referenced previously. A community advisory committee will be established to provide input into the design of the first phase addition.

#### **Museum**

After hearing a delegation by the Friends of Surrey Museum at a Council in Committee meeting on November 29, 2010 Council requested that staff provide a report to Council on the expansion of the Surrey Museum. At its Regular meeting on January 10, 2011 Council received Corporate

Report No. Roo8 titled "Surrey Museum Expansion – Friends of Surrey Museum and Archives Society", a copy of which is attached as Appendix "B" to this report. The report advised that the expansion of the Surrey Museum would be considered as part of the development of a Cultural Plan that would be completed in 2011. The Cultural Plan is now nearing completion and will be forwarded to Council for consideration later this fall. The Plan will be recommending that the City proceed immediately with the development of a concept plan including a phasing strategy for the "build out" of the Surrey Museum. As was noted in Corporate Report No. Roo8:2011, a Museum Expansion reserve has been established that contains \$450,000. This includes \$250,000 that was contributed to the City by the Friends of the Museum Society and a further \$200,000 that has been committed to the Museum Expansion by the City.

Based on the above, it is recommended the 2012 component of the 2012-2016 Five Year Capital Financial Plan include an allocation of up to \$450,000 to fund the development of a concept plan including a phasing strategy for the "build out" of the Surrey Museum and based on the completed concept plan that the next phase of the Museum expansion be included in the Build Surrey Program and that funds be allocated in the 2013-2017 Five Year Capital Financial Plan for the design and construction of this next phase of the Surrey Museum.

#### **SUSTAINABILITY CONSIDERATIONS**

Surrey's Sustainability Charter states: "*Cultural activities are recognized as an important way for individuals to contribute to their communities. Culture is an essential tool in understanding the values, shared meanings and goals of residents in a community. Wide, inclusive participation in cultural activities contributes to community vitality and supports sustainability.*" The expansion of the Surrey Museum and the development of additional arts-related programming space in South Surrey support the following socio-cultural objectives in the City's Sustainability Charter:

- creating space for celebratory programs, exhibitions and events of our multicultural heritage and traditional arts (Scope Action SC4: Cultural Awareness in the Community);
- incorporating Public Art in each of Surrey's six Town Centres (SC4: Cultural Awareness in the Community);
- implementing a Youth Arts Services Strategy and Young Adults Strategy (SC4: Cultural Awareness in the Community);
- supporting initiatives that recognize the importance of digital technology to youth and new cultural practises (SC4: Cultural Awareness in the Community);
- encouraging citizen engagement with City planning activities to build community capacity (SC5: Plan for the Social Well Being of Surrey Residents);
- providing a range of accessible and affordable cultural services (Goal SC6: Accessible and Appropriately located Services within the City);
- providing support for local service organizations, in the non-profit sector for actions that are within the City's mandated responsibilities (Goal SC6: Accessible and Appropriately located Services within the City);
- establishing major arts and heritage facilities in central locations throughout the City (Goal SC 12: Equity in Social Infrastructure Investment); and
- promoting and raising awareness of arts and heritage in Surrey (SC4: Cultural Awareness in the Community and SC8: Municipal Outreach, Public Education and Awareness).



## CONCLUSION

Based on the above discussion, it is recommended that Council:

- Approve the inclusion in the Build Surrey Program of a new arts centre in South Surrey as generally described in this report and authorize staff to form a stakeholder advisory committee to assist with the development of plans for such a facility in South Surrey and to bring forward a further report on this arts centre facility for Council consideration as plans for such a facility evolve;
- Authorize staff to proceed with the design and construction of an addition to the South Surrey Recreation Centre as generally described in this report based on the funding that was allocated in the 2011-2015 Five Year Financial Plan, which will provide additional arts-related programming space in South Surrey in the near term;
- Direct staff to include in the 2012 component of the 2012-2016 Five Year Capital Financial Plan \$450,000 to fund the development of a concept plan including a phasing strategy for the “build out” of the Surrey Museum and based on the completed concept plan to include in the Build Surrey Program and in the 2013-2017 Five Year Capital Financial Plan funding for the design and construction of next phase of the Surrey Museum; and
- Authorize the City Clerk to forward as information a copy of this report and the related Council resolution to the Friends of the Surrey Museum and Archives Society and to South Surrey arts groups referenced in this report.

Laurie Cavan  
General Manager  
Parks Recreation and Culture

Appendix “A”: Summary of Input from South Surrey Art-related Groups in Relation to the Design of Arts-Related Programming Space in South Surrey

Appendix “B”: Corporate Report No. R008:2011 titled “Surrey Museum Expansion – Friends of the Surrey Museum and Archives Society”

**Summary of Input from South Surrey Art-related Groups in Relation to the Design of Arts-Related Programming Space in South Surrey**

Group Facility	Semiahmoo Arts	Arts Umbrella	Semiahmoo Potters	SSWR Art Society	Artists Run Centre	Royal Canadian Theatre Co.
Black Box Theatre – 5,000 sq. ft. 460 seats	X	X			X	X
Pottery Studio 2,000 sq. ft.		X	X	X		
Visual Art Studio 1,325 sq. ft.		X		X	X	
Exhibition Space 1,200 sq. ft.	X	X	X	X	X	
Music Rooms(s) 110 sq. ft.		X				X
New Media Studio 400 sq. ft.	X	X			X	
Office Admin. Space 100 sq. ft.	X	X				
Lounge/Café 1,600 sq. ft.				X	X	X
Meeting Room 200 sq. ft.	X	X			X	X
Arts Library					X	
Outdoor Space	X		X		X	

CR R008 2011 Surrey Museum Expansion – Friends of the Surrey Museum and Archives



CORPORATE REPORT

NO: R008

COUNCIL DATE: January 10, 2011

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**REGULAR COUNCIL**

TO: **Mayor & Council** DATE: **January 4, 2011**

FROM: **General Manager, Parks Recreation and Culture** FILE: **0760-20/M**

SUBJECT: **Surrey Museum Expansion – Friends of the Surrey Museum and Archives Society**

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**RECOMMENDATION**

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report as information; and
2. Authorize the City Clerk to forward a copy of this report and the related Council resolution to the Friends of the Surrey Museum and Archives Society as information.

**INTENT**

The purpose of this report is to provide Council with information related to the request by representatives of the *Friends of the Surrey Museum and Archives Society* to City Council to include the expansion of the Surrey Museum in the Build Surrey Program. This request was made when representatives of the Society appeared before Council as a delegation during the Council In Committee meeting held on November 29, 2010.

**BACKGROUND**

In April 2003, Council approved City involvement in the campaign of the *Friends of the Surrey Museum and Archives Society* related to raising funds for technical and equipment enhancements for the new Museum facility in Cloverdale (see Appendix "A" of CR R028-2007 Friends of the Surrey Museum & Archives that is attached to this report). As an incentive to donors and to build community interest in the campaign, Council approved the City matching on a dollar for dollar basis contributions raised by the Society over \$1 million to a maximum contribution by the City of \$250,000.

The Society's fund raising campaign was successful in raising \$1,605,876, exceeding expectations and setting an example for future community contributions to similar projects. In February 2007, Council allocated the promised \$250,000 from Council Initiatives to establish a reserve in support of a "Phase 2" expansion of the Museum facility.

In October of 2007, the Friends Society transferred \$200,000 of their remaining capital campaign funds to the City to support the Museum's Phase 2 expansion. The Friends Society funding for

the Museum to date includes: \$1 million to construction of the new Museum for technical and preservation equipment; \$400,000 to the Museum Endowment Fund to create a legacy for future support of heritage programs and services; and \$200,000 toward the Phase 2 expansion of the Museum.

Council approved the construction of the new Surrey Museum in 2004 through a City Capital budget allocation of \$3 million and a Canada-BC Infrastructure grant of \$2 million. The approved funding allowed for a Museum that was reduced in scale from the original proposal. The new Museum was constructed on a site on Hwy. 10 in Cloverdale near the 1912 Municipal Hall that has been converted to the City Archives. The new Museum was designed to accommodate a future expansion on the east side as funding for such an expansion (Phase 2) becomes available.

The Phase 2 expansion as planned was intended to provide 3,500 square feet of additional floor area for collections storage; an exhibition preparation workshop; and a temporary exhibition gallery and program room. Based on 2010 construction costs, such an expansion would require a budget of approximately \$1.8 million. As noted in the Discussion section of this report there is a need to review the Phase 2 expansion plans so as to ensure that the expansion is effective in augmenting the Museum to maximum advantage.

As referenced previously in this report, the City has \$450,000 in reserve for the Phase 2 Museum expansion, including the 2007 City "matching" contribution of \$250,000 and the Society's contribution of \$200,000. These funds are held in a reserve account dedicated to the Museum.

During 2010, the City acquired the property at 17735 No. 10 Highway (56 Avenue) adjacent to the Museum at a price of \$465,000 to complete the land assembly necessary for the Phase 2 expansion of the Museum.

## DISCUSSION

The functional needs for the Surrey Museum were determined through a community consultation process over ten years ago. To assess current community needs and operational requirements based on five years of service in the new Museum facility, further community consultation is warranted. The Parks, Recreation and Culture Department is intending to develop a Cultural Plan for the City during the first half of 2011. Cornerstone Planning Group has been engaged to undertake the planning work related to the development of this Plan. This new Plan will be an update to the Cultural Strategic Plan that was completed in 2003. One important component of the Cultural Plan will be an assessment of the functional requirements of the Surrey Museum, which will act to inform any future expansion of this facility. The Cultural Plan development process will include significant public consultation.

A reassessment of the original Phase 2 Museum expansion functional space plan is required in relation to number of factors including collections storage space and the ability to accommodate travelling exhibits. There is insufficient space at the new Museum to store the City's cultural artefact collections. As such some of the collection must be stored off site. Similarly, there is no space available for growth in the City's artefact collections. With respect to travelling exhibits the industry standard is to provide 2,000 sq. ft. so as to accommodate national calibre exhibitions from federal, provincial and U.S. State museums. Currently, the Surrey Museum has a temporary exhibition gallery of 900 sq. ft. which is not sufficient to accommodate most travelling exhibitions. The Cultural Plan will assess these matters in relation to the Phase 2 expansion of the Museum.

The *Friends of the Surrey Museum and Archives Society* has requested that Council include the Museum Phase 2 expansion in the Build Surrey Program. The contribution of \$200,000 that the Society has made toward this expansion was raised through donations from thirty-five Surrey individuals and families, twelve other local societies and associations, twenty businesses and four grant agencies. The Friends Society is obligated to report on the use of these funds to both its membership and its contributors. The Friends Board of Directors has been asked by members for an update on the status of their contribution to the Museum Phase 2 expansion at the next Society Annual General meeting, which will be held in early November 2011.

Although the Phase 2 Museum expansion is not currently included in the Build Surrey Program, the City's capital program is reviewed annually as part of the City's annual budgeting process. The recommendations emanating from the Cultural Plan update will assist in determining an appropriate direction with respect to the expansion of the Surrey Museum.

#### **CONCLUSION**

The City's Cultural Plan that is currently being updated with that update to be completed by the summer of 2011. The information and recommendations emanating from that update will assist in guiding decisions related to the expansion of the Surrey Museum. Upon the completion of the Cultural Plan, in consideration of its recommendations and in advance of the 2011 annual budget process, staff will provide a further report to Council complete with recommendations regarding the Surrey Museum expansion so that decisions of Council with respect to the Museum can be taken into account in relation to preparing the 2012 budget.

Laurie Cavan  
General Manager  
Parks Recreation and Culture

Appendix 1: Corporate Report R028-2007 titled "Friends of the Surrey Museum & Archives" with Corporate Report R062-2003 titled "Friends of the Surrey Museum and Archives Society" attached



# Corporate Report

NO: R028

COUNCIL DATE: FEBRUARY 26, 2007

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## REGULAR COUNCIL

TO: Mayor & Council DATE: February 23, 2007

FROM: General Manager, Parks, Recreation and Culture FILE: 7850-40

SUBJECT: Friends of the Surrey Museum & Archives

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## RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report as information.
2. Congratulate the Friends of the Surrey Museum and Archives Society for their fund raising efforts.
3. Advise the Friends of Museum that the City is prepared to receive all unallocated funds raised during their capital fundraising campaign to the City of Surrey for the future expansion of the Surrey Museum.
4. Direct staff to set aside any funds received from the Friends of the Museum with the \$250,000 previously allocated from Council Initiatives in 2003 for a future expansion of the Museum.
5. Request that the City Clerk forward a copy of this report to the Friends of the Surrey Museum and Archives Society.

## INTENT

To provide Council with an update on the Friends of the Surrey Museum and Archive Society's fundraising efforts following their presentation to Council on November 20, 2006.

To provide Council with information regarding the potential for future expansion of the Surrey Museum as provided for in the design of the current facility.

## BACKGROUND

In March 2003, the Friends of the Surrey Museum and Archives Society appeared as a delegation to request support for their capital fundraising campaign to enhance exhibits and equipment in the Surrey Museum and City Archives.

The Society asked Council to match funds raised to a maximum of \$250,000. Council referred the matter to staff and the City Manager submitted a report on April 7, 2003. A copy of the report and Council's approval is attached. According to Item No. R062, Council approved the following motions:

That:

1. Council support the capital fundraising campaign of the Friends of the Surrey Museum and Archives Society by matching, dollar for dollar, up to \$250,000 after the fundraising of \$1 million has been achieved.
2. The Office of the Mayor provide a letter of support for the capital fundraising campaign noting the capital contribution of the City of Surrey and the matching funding for the campaign.

In 2003, \$250,000 from Council Initiative Fund was set aside to support the efforts of the Friends of the Surrey Museum and Archives in anticipation that they would achieve their goal of \$1 million.

At the November 20, 2006 meeting of Council, the Friends of the Museum and Archives Society provided Council with an update on the results of their capital fundraising campaign and confirmed that they had raised \$1,655,876.

## DISCUSSION

The Learning and Discovery Centre was originally proposed to be a 60,000 square foot cultural destination that would include the Museum, Archives, Library and a private exhibit partner. The construction cost was projected to be \$15 million in 2002. The project was approved to proceed in 2004. Council allocated \$3 million and the Canada-BC Infrastructure Program provided an additional grant of \$2 million. This funding level necessitated a reduction in the concept and the selection of a site which would assist to realize as much of the proposed functional space plan as could be afforded. The revised plan was achieved by building the new Museum on a site that included an existing Library and a building that could be converted to the City Archives.

The Surrey Learning and Discovery Campus includes a 24,000 square foot purpose-built Museum, the 9,900 square foot 1912 Municipal Hall rehabilitated for re-use as the City Archives and the 7,400 square foot Library, located in the former Justice Building. With the efficiencies gained by locating adjacent to existing buildings, there remains a shortfall of approximately 15,000 square feet from the original concept. The Museum was designed to accommodate future expansion on the east side of the structure. A library

expansion would also be desirable and the current site also allows for this future development.

The Friends of the Surrey Museum and Archives Society achieved two important goals in their two-year capital campaign. They worked with the Surrey Foundation to establish a Museum Endowment Fund. The Endowment Fund equals \$510,700 and an additional bequest of \$30,000 is anticipated in 2007 which is eligible to be matched by the BC Arts Renaissance Fund, bringing the Endowment total to \$570,700.

In addition to the Endowment Fund, the Friends Society also raised funds to contribute to the purchase of specialized furnishings, display technologies and equipment enhancements in the new Museum and City Archives. Including the Endowment Fund, the total results of the fundraising campaign equals \$1,655,876. This fundraising exceeded expectations and set an excellent example for future community contributions to similar projects.

The proposed Museum expansion will provide space for several functions that were reduced in the 2005 construction project. Phase 2 will provide an additional 3,500 square feet which will include the following priorities: additional Museum collections storage and an exhibit preparation area on the first floor; and a permanent display of Surrey Sports Heritage in the existing 900 square foot temporary display gallery plus a new additional gallery for travelling displays and changing community exhibits and hands-on programs on the second floor. The Surrey Museum was designed with future expansion in mind. This future expansion will address the community needs identified during the public consultation and facility planning process which took place 1999-2002.

## CONCLUSION

Based on current construction costs of \$425/square foot, the 3,500 square foot Museum addition would cost \$1.5 million. The Friends of the Surrey Museum and Archives Society has unallocated cash that could be transferred to the City of Surrey in support of this project; the amount equals \$225,000. These funds can be combined with the \$250,000 allocated from Council Initiatives in 2003 to support the future expansion of the Surrey Museum.

The combined amounts from Council Initiatives and from the Society total \$475,000 and will be set aside for a future construction project to expand the Surrey Museum. The timing of this project will be defined through the Parks, Recreation and Culture Department's Strategic Planning process currently underway and be aligned to the City of Surrey's Capital Budget priorities which will be identified through the budgeting process in future years.



Laurie Cavan, General Manager,  
Parks, Recreation and Culture

BS:dlg  
Attachments

[http://surrey.boralex.com/content/uploaded/40812a3758147e0925d336611c1ee01-friends phase 2.doc](http://surrey.boralex.com/content/uploaded/40812a3758147e0925d336611c1ee01-friends%20phase%202.doc)  
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## **APPENDIX A**

**Corporate Report R062 (April 7, 2003)  
Resolution No. R062 (file 6800-01: 1530-30)**



## Corporate Report

CITY MANAGER'S  
DEPARTMENT

NO: R062

COUNCIL DATE: April 7/03

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### REGULAR

TO: Mayor & Council  
DATE: April 3, 2003  
FROM: City Manager  
FILE: 6800-01  
SUBJECT: Friends of the Surrey Museum & Archives Society

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### RECOMMENDATION

1. That Council support the capital fundraising campaign of the Friends of the Surrey Museum and Archives Society by matching, dollar for dollar, up to \$250,000 after the fundraising of \$1 million has been achieved.
2. That the Office of the Mayor provide a letter of support for the capital fundraising campaign noting the capital contribution of the City of Surrey and the matching funding for the campaign.

### BACKGROUND

On Monday March 10, 2003, the executive of the Friends of the Surrey Museum & Archives Society appeared as a delegation before Council to share their capital campaign fundraising literature. The Society executive requested a letter of support from the Mayor to be included in their sponsorship packages. Further, they requested that Council consider improving the effectiveness and attractiveness of the campaign to potential donors by offering to match the funds raised, to a limit of \$250,000. This request was referred to staff for review.

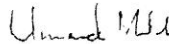
### DISCUSSION

The concept for the new Surrey Learning & Discovery Centre is a modern and interactive cultural destination that will include a new museum with expanded space for exhibits, programs and the weaving collection. The historic 1912 Municipal Hall will be adapted to house the City Archives, and the adjacent Library and Genealogy Collection will create a campus-style cultural destination. The City of Surrey has committed \$3 million in the Capital Budget for 2003-2004 in addition to the contribution of 1.9 acres of city-lands. An application to the Canada BC Infrastructure Program for \$2 million has been

submitted and is awaiting response. The proposed \$5 million capital program will enable the construction of a new museum building of approximately 18,000 square feet. A successful fundraising campaign requires planning and targeted strategies with specific goals; the Friends of the Surrey Museum and Archives members have completed this necessary work and are committed to an active fundraising campaign to support the various technical enhancements in the new facility. The Friends Society's request for a matching contribution, serves as a "bonus" that will generate incentive to donors and strengthen their commitment to meet their goal. This strategy will build community interest in the campaign. Potential donors will see a sponsorship package that includes a highly visible site, a well-defined building concept with themes, a capital budget with participation from all levels of government and strong community support for the project. Council's approval for matching part of the fundraising goal will send a positive message to the Friends Society and to donors. This will build community and donor confidence in the viability of the overall plan.

#### CONCLUSION

Community financial contributions towards the Learning & Discovery Centre will ensure that the quality and quantity of equipment for the new building result in a unique, character destination that the residents of Surrey will be proud to visit and share. Further, the success of this campaign and all other efforts to raise funds for the new Learning & Discovery Centre may accelerate some of the phase 2 components of the new facility. Therefore it is recommended that upon the achievement of \$1,000,000 in community fundraising, that Council approve a matching contribution by the City for every dollar beyond the first million dollars to a limit of \$250,000; provided that the goal is met by 30<sup>th</sup> September, 2005.



Umendra Mital, P. Eng.  
City Manager

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## **APPENDIX B**

### **Learning and Discovery Campus Functional Program**

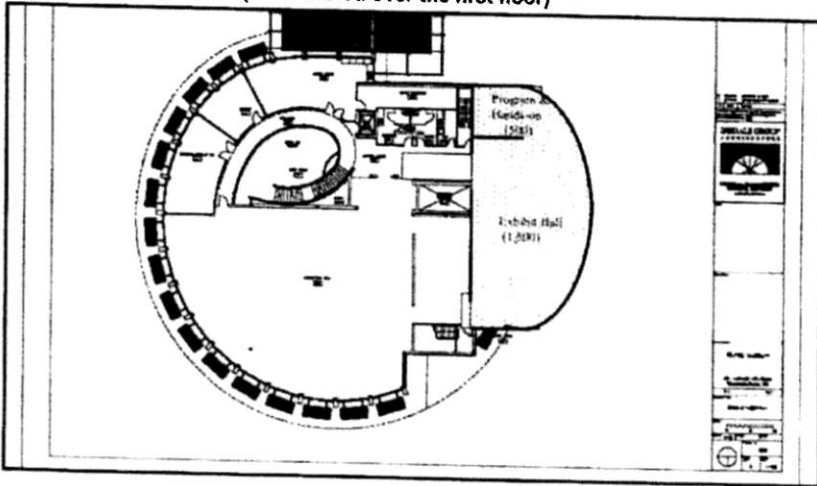
## Surrey Learning & Discovery Campus

The Surrey Learning and Discovery Campus combines critical cultural partners to create a destination synergy which will result in a major regional tourist and cultural destination for the City of Surrey. The partnership includes the following facility components:

	<u>Total Square Feet</u>
<b>Phase I (2003-2006)</b>	
<b>Surrey Museum</b>	<b>24,000</b>
Public support spaces	
Administrative/operational support	
Collections storage	
Permanent and temporary exhibits	
Visible storage and fire fighting display	
Programs and public workshop space	
Weaving studio and library	
Orientation theatre	
Mechanical/Circulation	
<b>City of Surrey Archives</b>	<b>9,900</b>
Public support spaces	
Administrative/operational support	
Collections storage	
Reference and research spaces	
Mechanical/Circulation	
<b>Surrey Public Library &amp; Genealogy Collection</b>	<b>7,400</b>
Community library collection	
Genealogy reference services	
Mechanical/Circulation	
<b>TOTAL PHASE 1 AS BUILT (2006)</b>	<b>41,300</b>
<b>Phase 2 (Future Vision)</b>	
<b>Collections</b>	<b>1,500</b>
Additional space and compactible shelving	900
Exhibit preparation workshop	600
<b>Temporary Exhibit Gallery</b>	<b>2,000</b>
Travelling/temporary exhibits	1,500
Program and interactive space	500
<b>TOTAL PHASE 2 SPACE REQUIREMENT</b>	<b>3,500</b>



**Second Floor – Addition -Exhibit Hall & Program Room**  
 (2,000 sq ft)  
 (cantilevered over the first floor)



http://www.dwt.com/consent/updates/1001341784172495131501117641-1.html - Final Phase 2.doc  
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